

FIG. 1

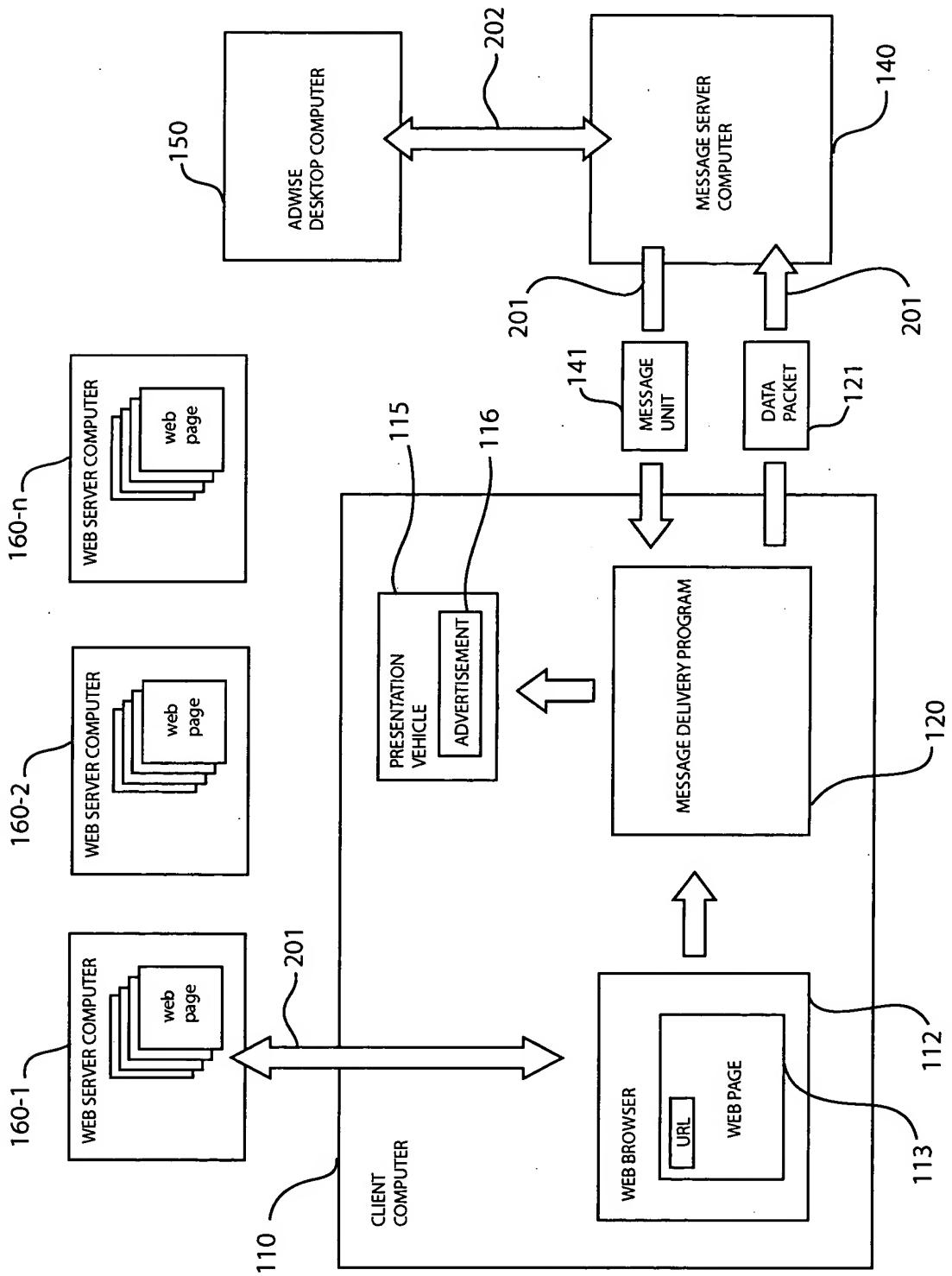


FIG. 2

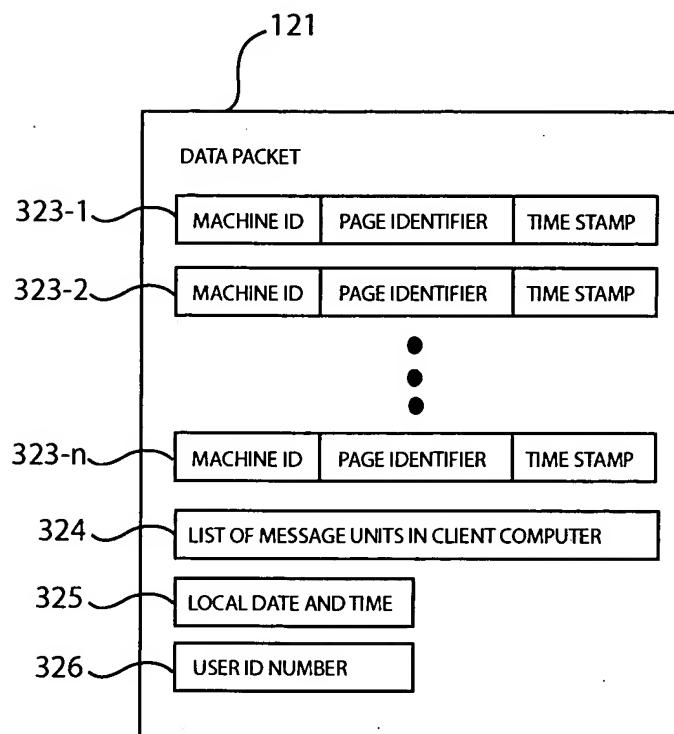


FIG. 3

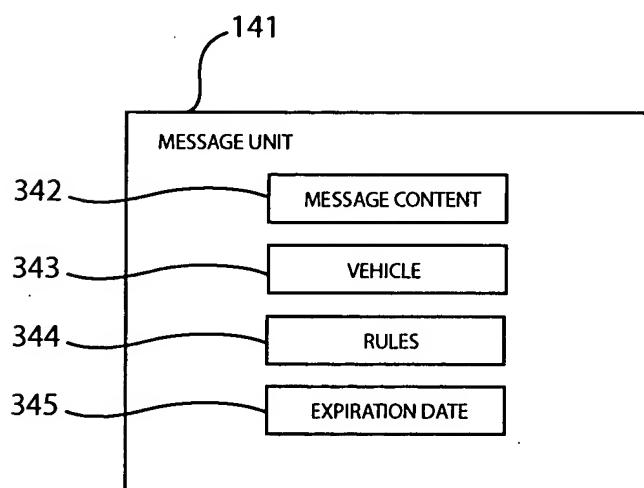
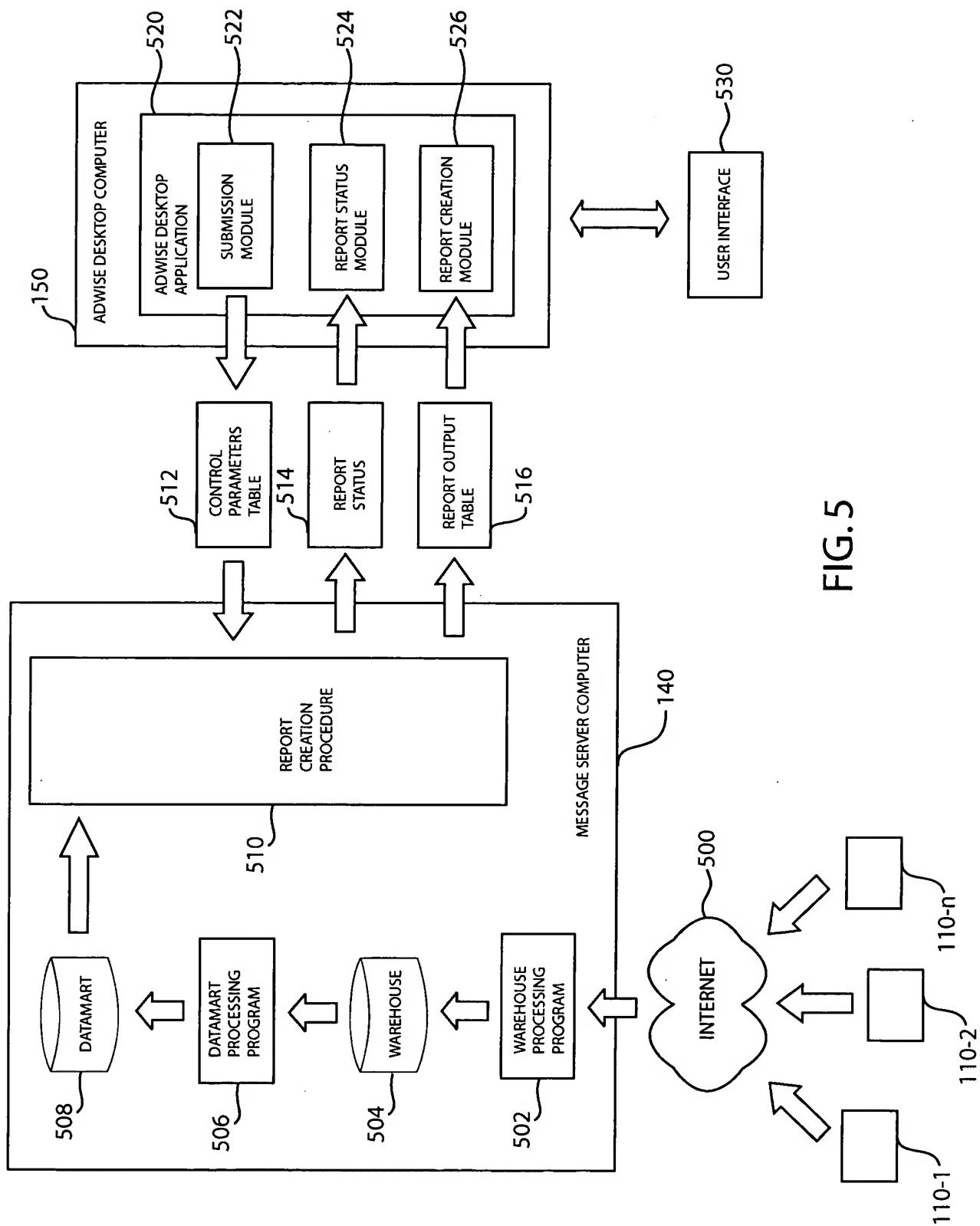


FIG. 4



Techniques for Analyzing the Performance of Websites

Inventor(s): Dominic Bennett, et al.

Atty Docket No. 10005.001900

FIG 6

Techniques for Analyzing the Performance of Websites

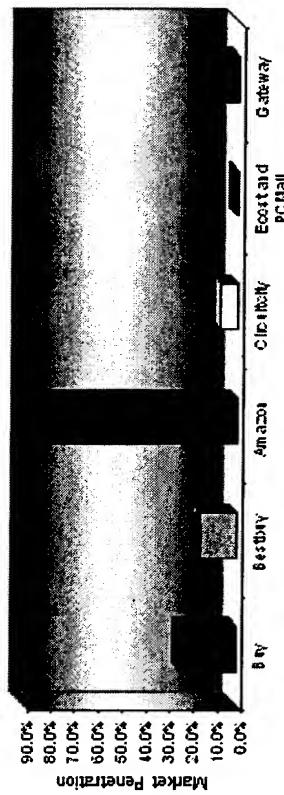
Inventor(s): Dominic Bennett, et al.

Atty Docket No. 10005.001900

FIG. 7

User penetration within chosen URL sets

URL Set	Unique Users	Market Penetration
Buy	903,178	23.5%
Bestbuy	577,347	15.0%
Amazon	3,312,682	86.3%
CircuitCity	282,277	8.8%
Ecostand PC Mall	26,913	0.7%
Gateway	193,285	5.0%
Total	3,638,979	100.0%



Analyst Notes:

- Of the users who went to the chosen URL sets, 24% went to Buy
- User penetration will not sum to 100% as the buckets made up by the URL sets are not mutually exclusive

FIG. 8

Traffic for users who visit the chosen URL sets only once during the analysis period

Single vs. multiple time visitors to chosen URL sets

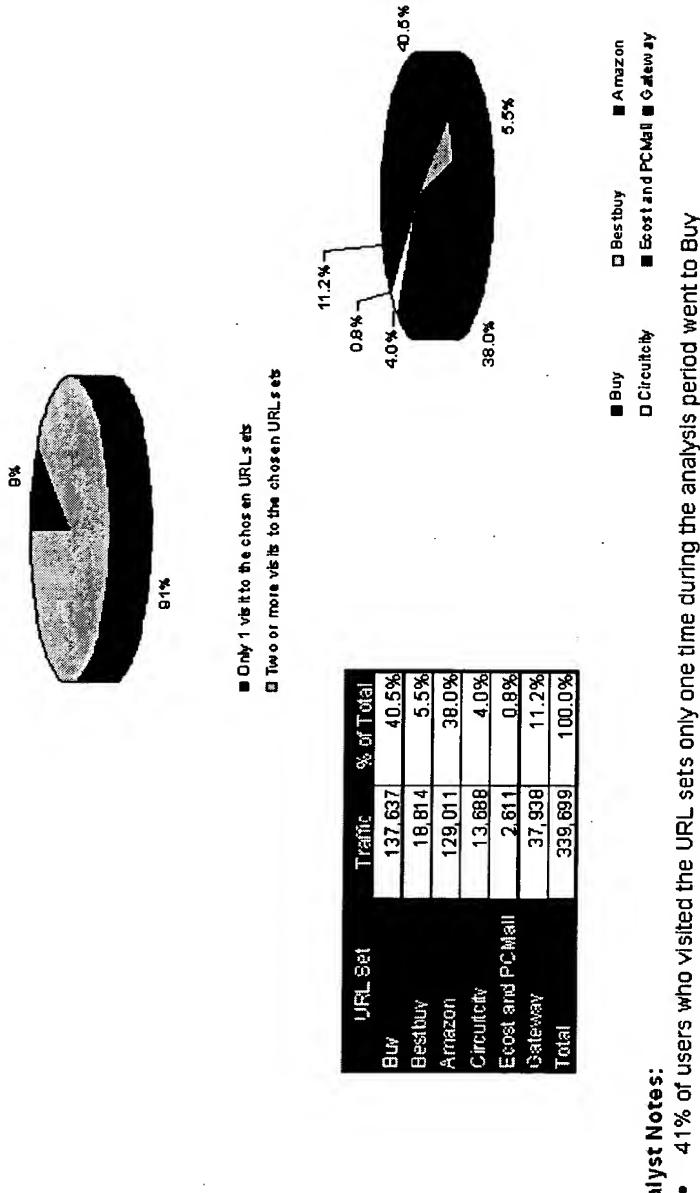


FIG. 9

Techniques for Analyzing the Performance of Websites

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Cross traffic for users who visit the chosen URL sets 2 or more times during the analysis period

	Buy	Bestbuy	Amazon	CircuitCity	Ecost and PCMall	Gateway
Buy	765,539	203,729	611,921	125,565		13,405
Bestbuy	203,729	558,533	381,317	146,788		9,975
Amazon	611,921	381,317	3,183,671	176,594		19,166
CircuitCity	125,565	146,788	176,594	248,589		6,511
Ecost and PCMall	13,405	9,975	19,166	6,511		24,302
Gateway	53,159	45,374	115,058	25,935		5,247
Avg. 30%						155,347

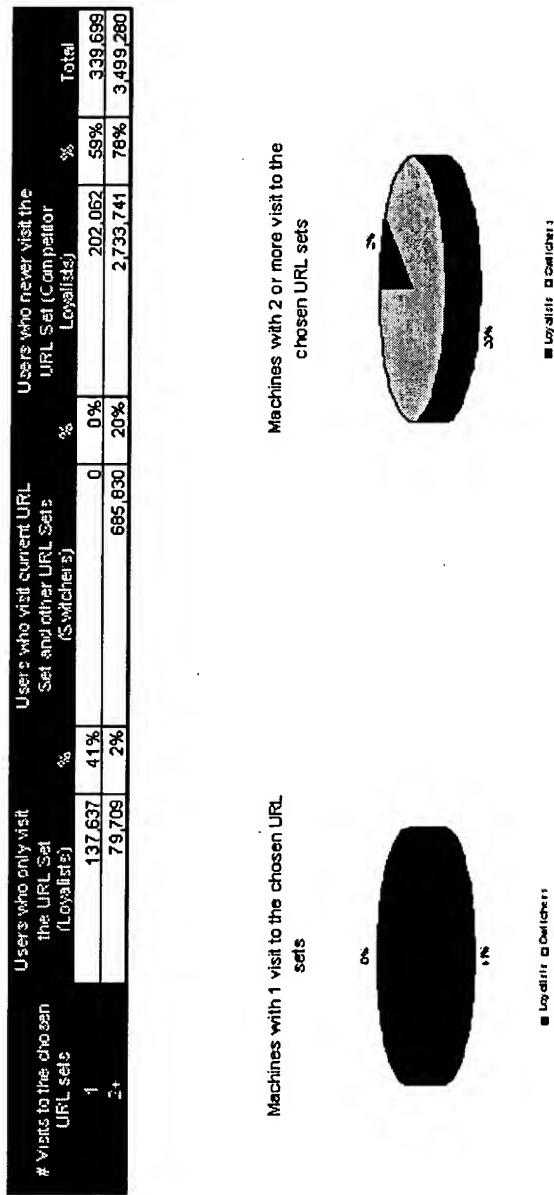
	Buy	Bestbuy	Amazon	CircuitCity	Ecost and PCMall	Gateway	Average
Buy	100.0%	26.6%	79.9%	16.4%		1.8%	6.9%
Bestbuy	36.5%	100.0%	68.3%	26.3%		1.8%	8.1%
Amazon	19.2%	12.0%	100.0%	5.5%		0.6%	3.6%
CircuitCity	50.5%	59.0%	71.0%	100.0%		2.6%	10.4%
Ecost and PCMall	55.2%	41.0%	78.9%	26.8%		100.0%	21.6%
Gateway	34.2%	29.2%	74.1%	16.7%		3.4%	100.0%
Avg. 30%							31.5%

Analyst Notes:

- 26.6% users who went to Buy also went to Bestbuy
- Buy has a 36.5% penetration into Bestbuy
- the average penetration into Buy is 26.3%
- Bestbuy has an average penetration of 33.6% into its competitors
-

FIG. 10

Individual URL set report for Buy.com



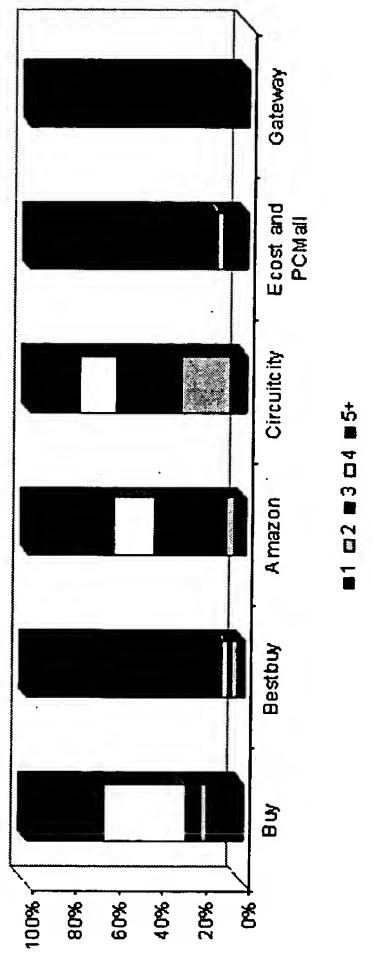
Analyst Notes:

- Of the users with only 1 visit to the chosen URL sets, 59% of them never visited Buy.com
- Of the users with 2 or more visits to the chosen URL sets, 78% of them never visited Buy.com

FIG. 11

Frequency of visits to individual URL sets

Frequency of Visits	Buy	Bestbuy	Amazon	CircuitCity	Ecost and PCMail	Gateway
1	15%	3%	4%	5%	10%	20%
2	3%	3%	3%	15%	1%	1%
3	7%	1%	25%	21%	1%	1%
4	36%	4%	14%	12%	2%	1%
5+	33%	88%	29%	16%	85%	77%
Average	3.75	5.91	2.83	2.23	4.58	5.25



Analyst Notes:

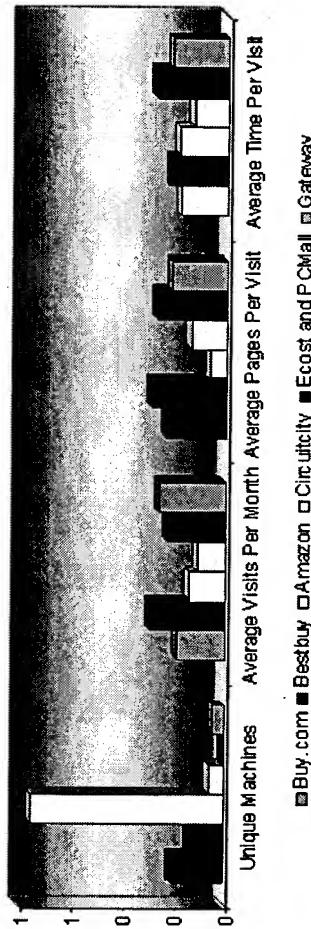
- 15% of the users who went to Buy exactly one time during the analysis period.
- 33% of the users who went to Buy went 5 or more times during the analysis period.

FIG. 12

Involvement metrics

URL Set	Unique Machines	Average Visits Per Month	Average Pages Per Visit	Average Time Per Visit
Buy.com	903,176	3.75	3.71	0:16:05
BestBuy	577,347	5.91	4.60	0:19:28
Amazon	3,312,662	2.83	1.05	0:16:32
CircuitCity	262,277	2.23	2.17	0:11:38
Ecost and PCMail	26,913	4.58	4.32	0:24:22
Gateway	193,285	5.25	3.45	0:19:03
Average	878,280	4.09	3.22	0:17:51

Involvement Metrics For Chosen URL Sets

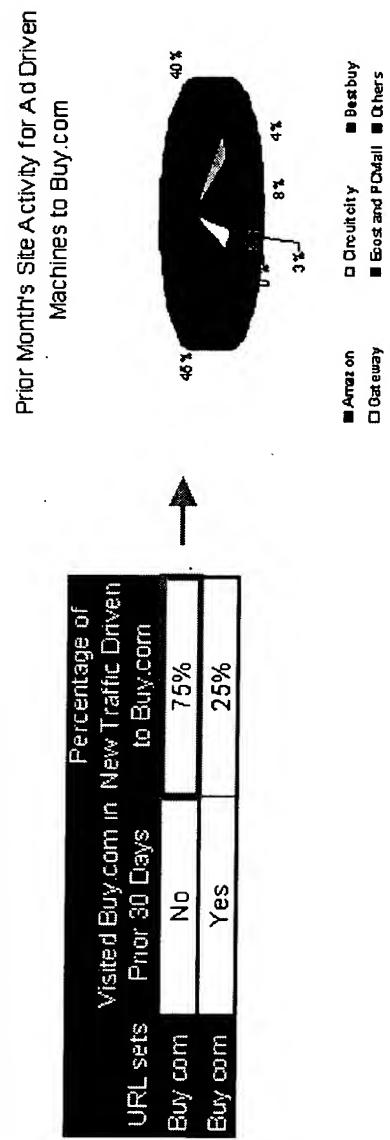


Analyst Notes:

- Visitors to Buy.com visit an average of 3.75 times per month.
- Visitors to Buy.com view an average of 3.71 pages per visit.
- Visitors to Buy.com spend an average of 0:16:05 per visit.

FIG. 13

Advertising summary for Buy.com:
Gator advertisement impression recipients



Analyst Notes:

- 75% of Gator ad driven users to Buy.com has not been to Buy.com in the prior month.
- Of the Gator ad driven users to Buy.com that has not been to Buy.com in the prior month, 40% has been to Amazon

FIG. 14

**Top domains visited by click driven users to Buy.com
ranked against the Gator base**

Domain	Top 20 domains visited by impression driven visitors to Buy.com sites, ranked by Index		
	Percent of impression driven visitors to Buy.com	Percent of Gator base	Index
matchmaker.com	2.69%	0.82%	326.21%
astrology.com	3.78%	1.96%	192.59%
digitacity.com	4.79%	2.60%	184.62%
travelzoo.com	21.87%	11.92%	163.52%
travelocity.com	7.64%	4.29%	178.00%
lycos.com	32.05%	18.53%	177.82%
travelnow.com	2.31%	1.42%	161.98%
americaningles.com	11.30%	7.50%	150.66%
priceline.com	3.59%	2.56%	140.21%
match.com	6.24%	4.46%	139.95%
askmen.com	2.04%	1.47%	138.84%
earthlink.net	5.53%	4.00%	138.46%
discovery.com	3.93%	2.94%	133.50%
webpower.com	3.51%	2.64%	132.93%
prodigy.net	2.88%	2.23%	129.27%
infospace.com	9.34%	7.25%	128.35%
date.com	2.37%	2.21%	104.62%
amazon.com	25.46%	25.00%	101.83%
bestbuy.com	2.68%	2.94%	91.27%
geocities.com	26.86%	38.00%	75.85%

Analyst Notes:

- 2.69% of click driven visitors to Buy.com also visit matchmaker.com compared to only 0.82% if the Gator base
- Gator click driven visitors to Buy.com are 3 times more likely to visit matchmaker.com than the Gator base

FIG. 15